



The cloud is ready when you are

3 ways the cloud can accelerate your business success



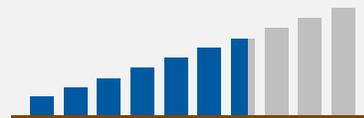
IS TECHNOLOGY HOLDING YOU BACK?

Dealing with aging technology can hinder productivity and slow your business progress. The cloud can help you grow, innovate, boost productivity, and expand your business capabilities faster. In fact, most companies realize that the cloud is an important contributor to their growth. Don't let outdated technology stand in your way.



91%

of companies believe that cloud will have major impact on their organizations¹



67%

of SMBs believe that cloud technologies are an important factor their growth²

SET YOUR IT FREE

With the cloud, IT can have the freedom to focus on the new initiatives that will drive your business success. The cloud is about giving any size business instant access to the same resources available to the largest corporations. What will you do with the time, energy, and money you save?



70%

of businesses report that they've been able to reinvest funds back into their business as a result of moving to the cloud³



93%

of companies saw at least one area of improvement in their IT as a result of moving to the cloud⁴

Follow the guide to learn more about three simple ways to accelerate business success

Move fast and grow

On-demand resources and fast deployments



Protect against threats

Same level of security as the world's largest organizations

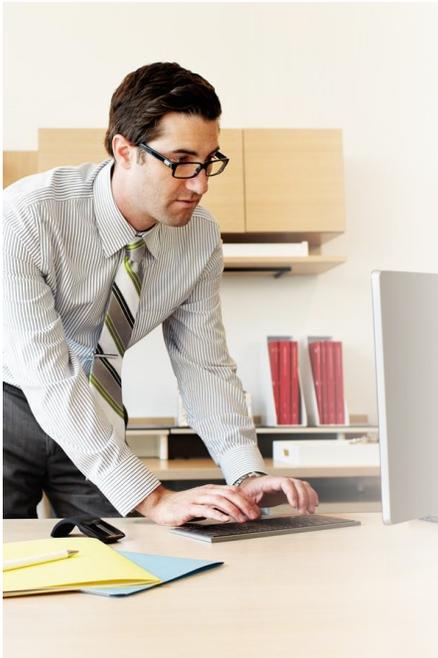


Spark innovation

Tap into a world of new resources that drive innovation



Move fast and grow



More agile. More predictable. More growth.

Let's face it. Businesses encounter enough uncertainty. With erratic revenue, shrinking budgets, and inherent business volatility, companies need technology to help them navigate the ever-changing environment.

By definition, technology is intended to enable growth, not make it more difficult. Outdated technology can slow your business down. It can make it difficult to scale to meet customer demands and prevent your company from deploying new strategic assets.

With easy-to-deploy, cost-efficient, and scalable on-demand resources, the cloud enables you to move quickly, save money, and control the impact of an uncertain business world. The cloud is always ready to help your business grow.

IT HERO



Grow faster with Microsoft Azure

You can ensure your business is ready for its next growth spurt if you run your applications in the cloud with **Microsoft Azure**. With **Virtual Machines (VMs)** hosted in the cloud, you benefit from the fully-managed, scalable infrastructure, while maintaining control of your applications.

As an IT hero, Microsoft Azure empowers you to deploy strategic applications quickly, scale up or down as needed, and only pay for the resources you use. This frees you to invest your IT resources (time, money, and energy) in strategic ways to help **accelerate your business success**.

Growth – Before and after

Outdated technologies

- Difficult to scale to meet business demands
- Hard to grow your IT while controlling costs
- Takes too long to migrate to or deploy new technologies

With the cloud

- Scale up and down as needed
- Only pay for the resources you use
- Fast migrations and rapid deployments

Protect against threats



The threats are real

Security is a key to business success. Few businesses can continue to succeed when their systems are threatened by a disaster or cyberattack.

When you read the news, you hear about the attacks on large entities. In fact, **43% of cyberattacks targeted companies with less than 250 employees.**¹ Are you doing everything you can to protect your business against such threats?

When businesses use the cloud, they are getting the same leading edge datacenter security and advanced data protection used by the world's largest organizations. The cloud gives you the ability to find and detect threats, minimize downtime, and recover quickly. It's just there.

IT HERO



Protect against threats with Microsoft Azure

Extended downtime? Security breaches? Data corruption? Company resources held ransom? Not on your watch.

With **Microsoft Azure** resources, such as **Azure Backup** and **Azure Site Recovery**, you can protect against downtime if your systems are compromised, whether from a disaster or an attack such as ransomware. With **Azure Security Center**, you can help prevent, detect, and respond to threats to your company data and resources. **Azure Active Directory** offers identity protection that helps secure your business against unwanted intruders accessing your systems.

Microsoft Azure gives you the resources you need to help **keep your business safe.**

Security – Before and after

Outdated technologies

- Limited security resources available for older systems
- Nearly impossible for older systems to handle new threats
- Increased downtime when dealing with a disaster or attack

With the cloud

- Same level of security as the largest organizations
- Security updates to deal with evolving threats
- Minimized downtime and fast recovery



Limitless resources for big ideas

You've got big ideas. Your business depends on innovation to stay ahead of the competition. Is your technology helping you bring these ideas to life?

Outdated technology not only bogs down your IT staff with maintenance and downtime issues, it restricts your ability to innovate. Some companies end up ignoring new advancements, even strategic ones, because they don't have the IT systems or the bandwidth to support the next big thing.

With a stable environment that supports a limitless range of new applications and services the cloud frees your IT from the constraints of outdated technology. Think about what your business could achieve if your IT staff had the time and resources to support your big ideas.

IT HERO



Spark innovation with Microsoft Azure

As an IT hero, **Microsoft Azure** allows you to unleash your technology superpowers and instantly tap into a whole new world of resources to help not only foster innovation, but to rapidly bring new ideas to market.

As an expert for your business, you know what your business needs to innovate. Whether it's business intelligence with **Cortana Intelligence Suite**, support for web and mobile apps with **App Service**, or better monitoring with **Log Analytics**, with Microsoft Azure solutions, you can choose the best next step to **help your business stay on the leading edge**.

Innovation – Before and after

Outdated technologies

- IT bogged down by maintenance and downtime
- Difficult to quickly deploy innovative apps and solutions
- Often left chasing technology advancements

With the cloud

- IT can tap into limitless resources in the cloud to help your business
- Bring new ideas to life faster with a technology that helps you reach your potential